print medium size specified by the print medium size specifying unit **114**, the one or more standard data items selected by the standard data selection unit **120**, the one or more elements extracted by the element extraction unit **122** and the classified data items corresponding to the elements, and the one or more elements selected by the element selection unit **124**.

[0034] The XHTML-Print basic data storage unit **140** stores essential XHTML-Print basic data that is included in XHTML-Print printing data. The XHTML-Print extension data generated in the XHTML-Print extension data generation unit **130** can be inserted into XHTML-Print basic data.

[0035] The XHTML-Print printing data generation unit **150** reads the XHTML-Print basic data stored in the XHTML-Print basic data storage unit **140**, and generates XHTML-Print printing data by inserting the generated XHTML-Print extension data into the read XHTML-Print basic data.

[0036] FIGS. **2**A through **2**I are reference diagrams explaining a principle of generating XHTML-Print printing data when standard data is SMS data, according to an embodiment of the present invention.

[0037] The user interface unit **116** displays a window as illustrated in FIG. **2**A according to an instruction of the print medium size specifying unit **114**. Referring to FIG. **2**A, the XHTML-Print printing data may be printed on a print medium with a size of 4×6 inch (portrait), 6×4 inch (landscape), A4 portrait, A4 landscape, letter portrait, or letter landscape. It is understood that other print media sizes, such as legal portrait and/or legal landscape, may be provided.

[0038] If the print medium size specifying unit **114** specifies printing of XHTML-Print printing data on a print medium with a size of 6×4 (landscape) without a margin, the XHTML-Print extension data generation unit **130** generates XHTML-Print extension data as @page {size: 6 in 4 in; margin: 0 in;}.

[0039] Likewise, if the print medium size specifying unit **114** specifies printing of XHTML-Print printing data on a print medium with a size of A4 portrait without a margin, the XHTML-Print extension data generation unit **130** generates XHTML-Print extension data as @page {size: A4 portrait; margin: 0 in;}.

[0040] Similarly, if the print medium size specifying unit **114** specifies printing of XHTML-Print printing data on a print medium with a size of A4 landscape without a margin, the XHTML-Print extension data generation unit **130** generates XHTML-Print extension data as @page {size: A4 landscape; margin: 0 in;}.

[0041] Also, if the print medium size specifying unit **114** specifies printing of XHTML-Print printing data on a print medium with a size of letter portrait without a margin, the XHTML-Print extension data generation unit **130** generates XHTML-Print extension data as @page {size: letter portrait; margin: 0 in;}.

[0042] Similarly, if the print medium size specifying unit **114** specifies printing of XHTML-Print printing data on a print medium with a size of letter landscape without a margin, the XHTML-Print extension data generation unit **130** generates XHTML-Print extension data as @page {size: letter landscape; margin: 0 in;}.

[0043] However, as illustrated in FIG. **2**A, since the print medium size specifying unit **114** specifies printing of XHTML-Print printing data on a print medium with a size of 4×6 inch (portrait), the XHTML-Print extension data

generation unit **130** generates XHTML-Print extension data as @page {size: 4 in 6 in; margin: 0 in.}.

[0044] The user interface unit **116** can display all SMS data stored in the standard data storage unit **118** according to an instruction from the standard data selection unit **120**. Referring to FIG. **2**B, the user interface unit **116** displays a total of 6 SMS data items.

[0045] The standard data selection unit **118** can select one or more SMS data items desired to be printed from among the displayed SMS data items. Referring to FIG. **2**B, the standard data selection unit **118** selects two SMS data items (a first SMS data item and a third SMS data item) from among the displayed SMS data items.

[0046] The element extraction unit **122** analyzes each of the selected SMS data items, and extracts one or more elements appearing in the selected SMS data items. In this case, the user interface unit **116** displays the extracted elements. Referring to FIG. **2**C, the elements appearing in the first SMS data item are a caller (From), a callee (To), message contents (Message), a received time (Time), a degree of importance (Priority Level), a security requirement degree (Privacy Level), and accumulated response times (Number of Replies). Also, the elements appearing in the third SMS data item are caller (From), a callee (To), message contents (Message), and accumulated response times (Number of Replies).

[0047] Meanwhile, it may be impossible to select elements that cannot be generated as XHTML-Print printing data by the terminal from among the extracted elements. Also, the elements that cannot be selected may be distinguished from the other elements, as in FIG. **2**C where the elements that cannot be selected are shaded. For example, if a number for replies (Number for reply) is an element that cannot be generated as XHTML-Print printing data by the terminal, it may be distinguished from other elements. According to other aspects, the elements that cannot be generated as XHTML-Print printing data may be distinguished by other methods, such as a different font, color, or style, or may not be displayed at all.

[0048] The element selection unit **124** selects one or more elements desired to be printed by the user from among the displayed elements. Referring to FIG. **2**D, the one or more elements desired to be printed by the user are a caller, a callee, message contents and a received time.

[0049] Meanwhile, the extracted elements may be divided into header elements and message elements. Here, the message elements are elements indicating the contents of a message and the header elements are elements excluding the message elements. That is, a caller, a callee, and a received time are examples of header elements and message contents is a message element. In the following examples, the style that each of these elements is displayed is set as a default. However, the user may set the style for each element as desired by the user. To do this, in the XHTML-Print printing data setting unit **110** according to the present embodiment, a style database (not shown), a style reading unit (not shown) and a style setting unit (not shown) may be provided. In this case, the style reading unit (not shown) receives an input about a style desired by the user, reads a style corresponding to the input from the style database (not shown), and provides the style to the style setting unit (not shown). Then the style setting unit (not shown) sets the style of the elements according to the received style.